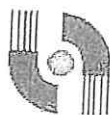


MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER3, 2015/2016

BMK3084 – MARKETING RESEARCH
(All sections / Groups)

31 MAY 2016
9.00 a.m.-11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of ONE (1) page with FOUR (4) questions only (excluding the cover page).
2. Answer ALL questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS.

QUESTION 1

- a) Why is it important to obtain secondary data before primary data?
(10 marks)
- b) Explain the various criteria for evaluating secondary data?
(15 marks)
- (Total 25 marks)

QUESTION 2

- a) Name the major modes for obtaining information via a survey.
(10 marks)
- b) What are the relative advantages and disadvantages of observation?
(15 marks)
- (Total 25 marks)

QUESTION 3

List and explain **FOUR** (4) primary scales of measurement and provide relevant examples for each measurement scale.

(4 × 6 = 24 + 1 = 25 marks)

QUESTION 4

Discuss any **FIVE** (5) ways in which researchers may assess validity.

(5 × 5 = 25 marks)

End of Page